

monica acosta

Graphic Designer

Monica is a graphic designer based in Dallas, TX. She loves to rollerskate, eat french fries, and explore new countries. She currently designs brand identities and logos for restaurants at Coevál Studio. Her style is playful, vibrant, and eye-catching.

let's work together :)

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Employment History

Coevál Studio Dallas, TX
Graphic Designer
July 2021 – Present

I maintain and evolve visual framework, patterns, and tone of voice for brand identities, primarily in the food and beverage industry. As the lead designer, I ensure the quality and consistency of all branding projects which includes proofreading of copy, visual check of graphic files, and print production in addition to managing and specifications, consistency, and client satisfaction. I also work closely with clients, vendors, printers, architects, and interior designers.

Plan B Group Dallas, TX
Graphic Designer
March 2020 – July 2021

Lead graphic designer for all creative projects and developing brand identities for various clients in the hospitality sector. I produced logos, menus, print collateral, packaging, signage, uniforms, and websites within a highly collaborative environment working alongside clients, vendors, printers, architects, and interior designers.

Vandelay Hospitality Group Dallas, TX
Designer + Project Director
August 2019 – March 2020

Lead in-house designer for all creative projects relating to East Hampton, Hudson House, and Drake's. I implemented new menus, business cards, print collateral, planned and tracked deadlines to ensure on-time delivery of materials in a fast-paced environment.

BR_DGE Creative Studios Dallas, TX
Graphic Designer
October 2016 – August 2019

Part of a small creative at a boutique design studio where I worked on a variety of print and branding projects for clients in various industries. I created logos, brand guidelines, packaging, menu, apparel, environmental and signage design, and promotional print campaigns. I also supervised social media accounts, content creation, developed email campaigns and websites on Squarespace and Wordpress.

Skills & Programs

ADVANCE

Adobe Illustrator	Logos + Branding
InDesign	Photography
Photoshop	Art Direction
Microsoft Office	Print Production

INTERMEDIATE

Sketch	After Effects
Figma	Basic HTML/CSS
Procreate	Adobe XD

Education

The Design Kids Bootcamp Remote
May 2021
Online course taught by Frankie Ratford, creative director of The Design Kids

Southern Methodist University Dallas, TX
Graduated 2015
BA Creative Advertising & Graphic Design

Boston University London
Summer 2012
Liberal Arts

St. Edward's University Austin, TX
2010 – 2012
English & Journalism

References

Frankie Ratford
Creative Director
The Design Kids

Kevin Craft
Creative Director
Kevin Craft Co.

Gina Bender
Creative Director
Kern Studio

Contact details available upon request

Press

Voyage Dallas
Paper City
ShoutOut DFW

Languages

English
Spanish